

PHILIP MORRIS USA
BRAND SPENDING REPORT
05/31/94

RUN DATE 06/13/94

NEW PROD D530 BRND X SPEC PROMO

CURRENT MONTH			YEAR-TO-DATE			TOTAL YEAR	VARIANCE
ACTUAL	BUDGET		ACTUAL	OPEN COMMIT	TOTAL	BUDGET	FAV/UNFAV*
63,223		040733 PRODUCTION-PRINT	138,253	100,000	138,253		138,253*
		043070 SAMPLE 20'S				750,004	750,004
120,572	166,666	043202 AGENCY ARTWORK	120,980	79,428	200,408	833,330	632,922
		043970 PROMO & COPY CHANGES				616,666	616,666
183,795	166,666	TOTAL	259,233	79,428	338,661	2,200,000	1,861,339

Romanus Taveruz
Young & Rubicam

330562	5000
330563	33040
330564	2500
330565	50000
330566	50000
330567	12742

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